



STATE OF UTAH

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Lieutenant Governor

Governor's Office of Economic Development

JASON PERRY
Executive Director

LEIGH VON DER ESCH
Managing Director, Office of Tourism

MARSHALL D. MOORE
Director, Utah Film Commission

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UTAH FILM COMMISSION ANNOUNCES FIFTH ANNUAL SPOT ON COMMERCIAL CONTEST CALL FOR ENTRIES

Salt Lake City, UT – Today, the Utah Film Commission announced the 5th annual commercial contest call for entries. The Spot On Commercial Contest was developed in 2003 to give local filmmakers the opportunity to showcase their work while promoting the state of Utah as a location for filming. Contestants may submit up to four 30-second commercial campaign-style or individual commercials. The winning commercial spots will air throughout the 2008 Sundance Film Festival on Park City Television.

The winners of the 2006 Spot On Commercial Contest were Jedediah Cowley, Colin Barrett, Katie Barrett, Paul Tuft, Melissa Brady and Ryan Cannon with their *Letterboxers* campaign. Along with the Utah Office of Tourism's *Life Elevated* commercials, the *Letterboxers* three 30-second commercials: BRIDGE, EPIC and ALLEY, aired over 170 times on Park City Television during the 2007 Sundance Film Festival. The *Letterboxers* campaign went on to receive "Best in Show" as well as a Gold Addy Award at Utah's 2007 Addy Awards. The campaign also aired during the 2007 Cannes Film Festival to promote filming in Utah.

Marshall Moore, director of the Utah Film Commission, commented, "This is an exciting time of year for our office and the entire State of Utah to participate in this annual contest that promotes the Utah film industry and the work of the Utah Film Commission. This is the 5th year of the commercial contest and it has become a signature event for us. We look forward to this year's submissions continuing in the excellence that has been previously established and showcasing the tremendous amount of talent that exists in the State of Utah."

The winning commercial spots will air throughout the 2008 Sundance Film Festival on Park City Television's "In the Can" program, which features interviews of actors, directors, and producers of the top films being shown during the festival. Filmmakers will receive \$1,500 for each winning spot. And, in addition to having their winning spots air on Park City Television, the winners will also be able to participate in various 2008 Sundance Film Festival activities including screenings, receptions and official parties.



UTAH FILM
COMMISSION

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The contest is open to the public and there are no age or experience prerequisites. Applications of intent are due October 31, 2007 and final mini-dv submissions are due November 30, 2007.

Applications and guidelines are available on the film commission website film.utah.gov. Industry professionals will judge all submissions. The winning spots will be announced at the Utah Film Commission's semi-annual luncheon in December. The footage will become property of the Utah Film Commission. To view past winning commercials visit <http://film.utah.gov/filmscene/spoton/spoton.htm>

Formed in 1974, the Utah Film Commission is part of the Governor's Office of Economic Development and is a member of the Association of Film Commissioners International (AFCI). The mission of the Utah Film Commission is to create high-paying quality jobs within the motion picture industry, market the entire state as a location for film and commercial production, and to promote the use of Utah support services and professionals. The film commission is client-driven servicing both in state and out-of-state as well as international production companies. For more information visit film.utah.gov.

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